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Snowflake & Deloitte

NAB Streaming Summit AI TRACK:

How Publishers are Maximizing Efficiency in Media and Content Supply Chains

Adrian Bolosan, *Industry Principal, Media & Entertainment*

John Footen, *Managing Director, Media & Entertainment*

The evolution and modernization of the Media & Content Supply chain...



Cloud Transformation

pre-2010s

2023

2008 - 2018

Analog to Digital

AI at Scale



AI Media Trends & Challenges



Maintaining Data / IP Governance

Organizations trending cautiously – creating formal bodies for AI, comprised of individuals across Security, Privacy, Engineering, Governance & Legal



Costs & Resources

Initial investment and resources typically required to stand-up infrastructure and GPUs to support AI workloads can create steep barrier to entry



Validating Business Value

Heavy experimentation phase – technology and commercial teams finding alignment on the value or impact of AI; productivity, revenue driver or cost savings tool

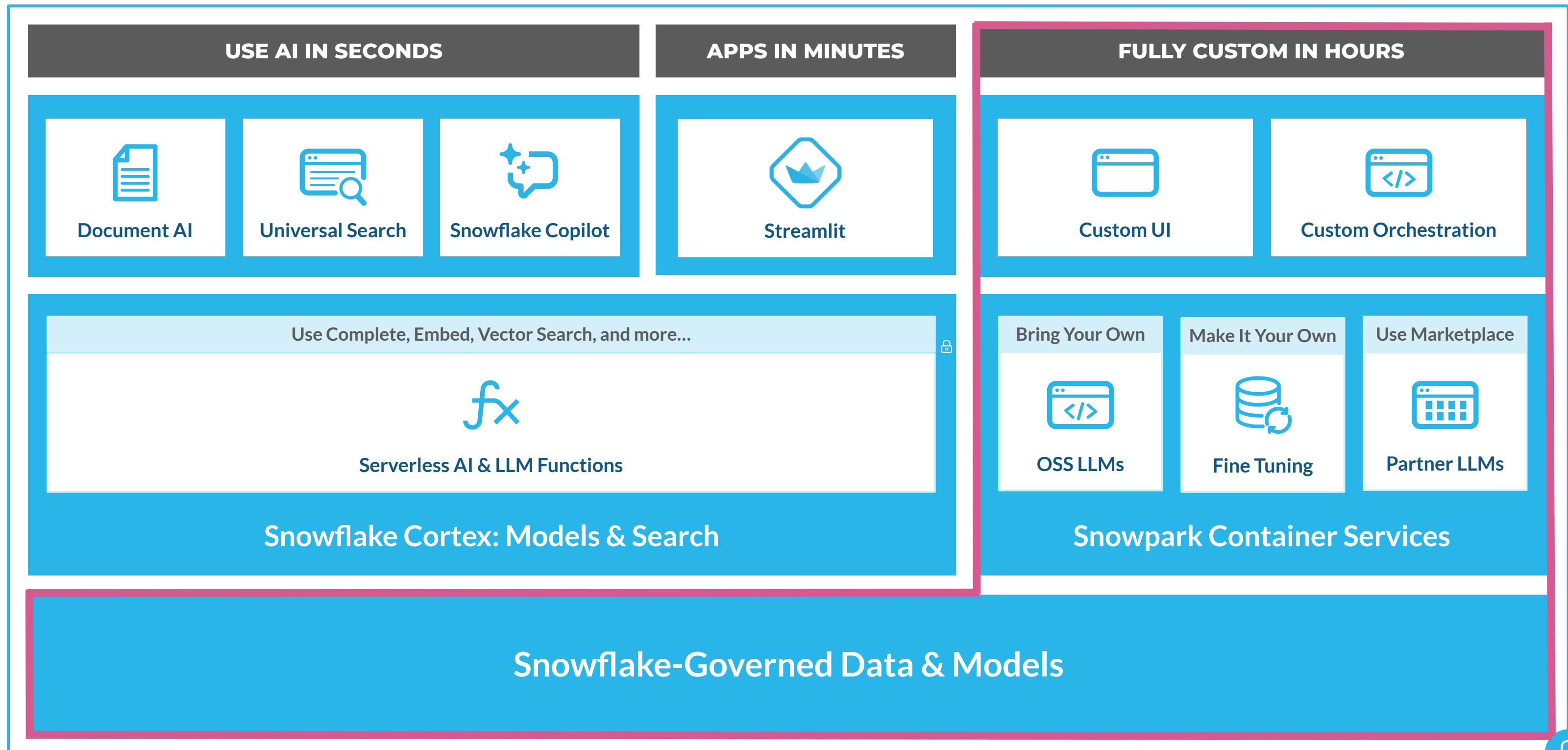


Data Foundation & Strategy

Having GOOD data! Team's initial focus on ensuring the enterprise has a well established data foundation and strategy to effectively support AI use cases

Snowflake for AI & LLMs

Snowpark Container Services



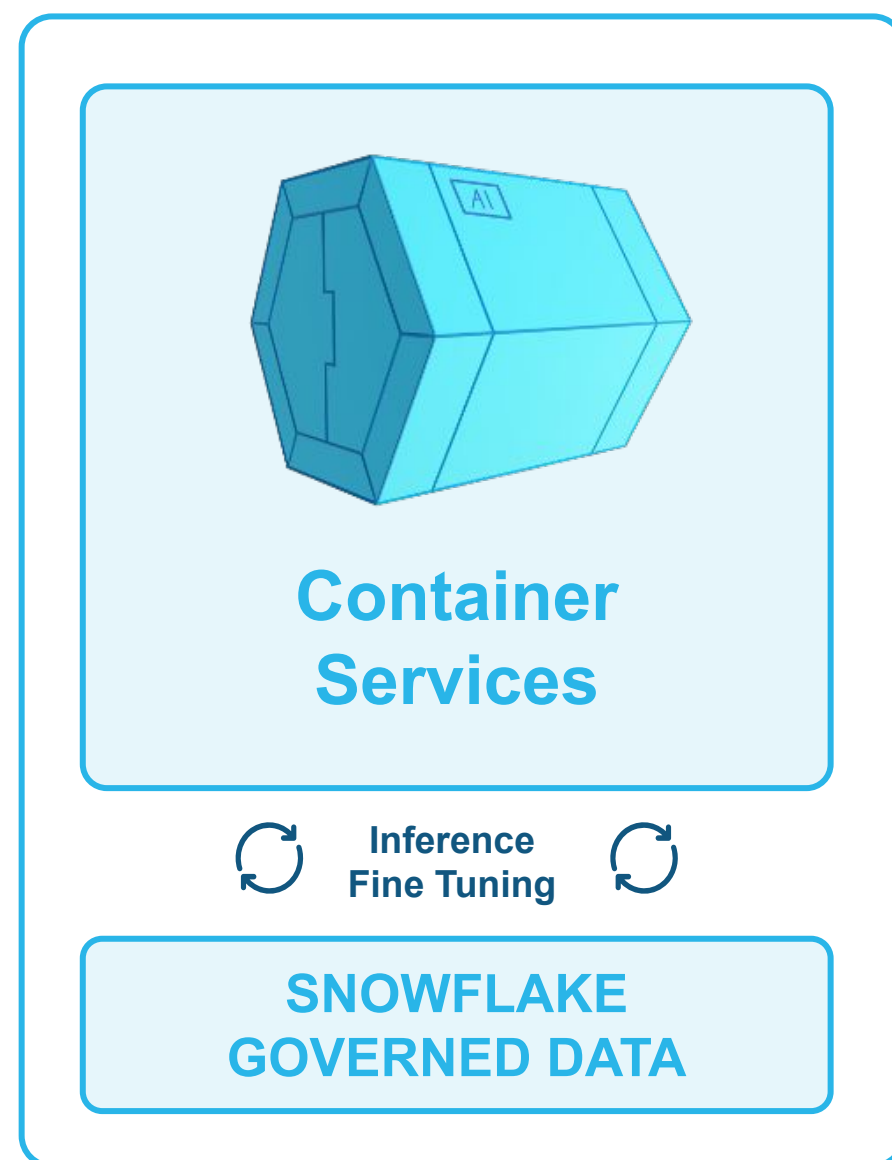
Snowpark Container Services

Bring LLMs & GPUs to Your Data

Open Source LLMs



Partner & Proprietary LLMs



GPUs



Third-party Data

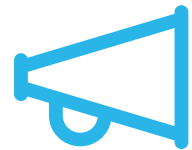


Key Benefits:

- Maintaining data / IP governance
- Securely tap into the rich AI/ML Ecosystem
- Bring LLMs to your data based on specific use case(s)
- Host a range of services & applications, like Text Generation, Chatbot, RAG approach, and more

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AI Engagements Across the Media Supply Chain



Advertising

Evolve the creative production process with AI; lower costs & faster production of high-quality ads, particularly beneficial for the local market



Personalized Live Sports

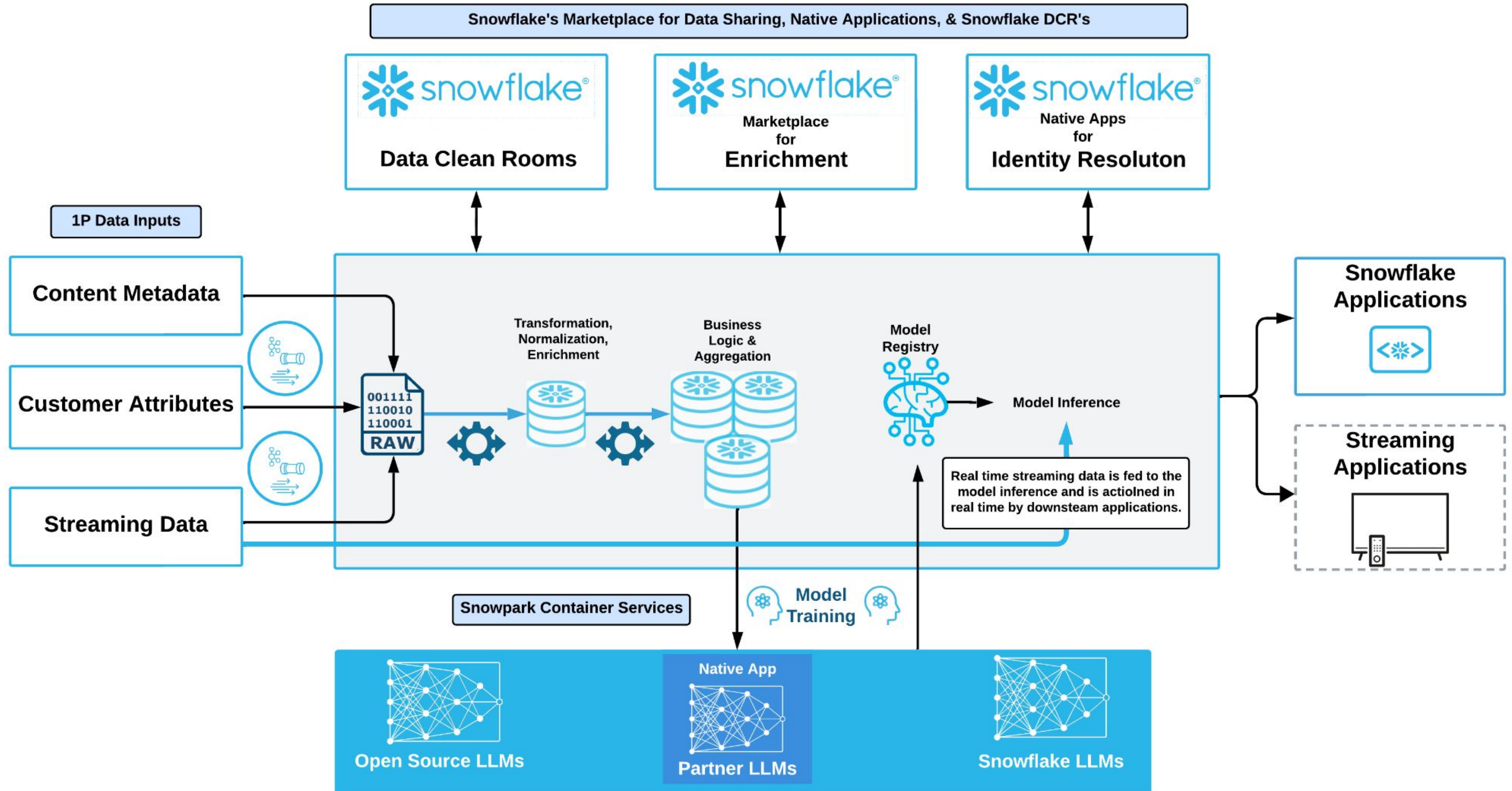
Combining content metadata, customer attributes & streaming data for an LLM to create a tailored experience (stats, player highlights, camera views) to each viewer / HH.



News Content Gravity

AI powered work area for Journalist (gravitational content pull) to assist in their content creation process. Finding and linking to more reality.

Snowflake Reference Architecture



Summary & Takeaways

1. Easy To Use

Build LLM applications without infrastructure management

2. Cost Effective

Compute optimized for inference and search to run where your data is secure and governed

3. Flexible

Access industry-leading AI models, LLMs and vector search functionality via SQL / Python functions

4. Data / IP Monetization

Enabling net-new opportunities for media companies to monetize their Data & IP



Thank you!



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